Promote

- Earned media
- Partners outreach
- Ambassador invites
- Marquee listing
Venue Selection
WON: Viewing & Panel
You can make a difference in the fight against obesity.

Get Involved.
Start by watching the entire film series *Weight of the Nation* on HBO May 14-15. Continue by taking action in your community. Find ideas on the reverse side of this card.

WeTHRIVE!

WeTHRIVE! works to make healthy living easier where you live, work, learn and play.

Here are some things that you can do:

- **Plant** a school, church or community garden and share the harvest with family and friends.
- **Find** out if your school cafeteria offers healthy choices like lowfat milk, fruit and salads.
- **Ask** schools and churches to open their gyms and playgrounds to families after hours.
- **Find** out if your child’s afterschool program limits TV time and includes physical activity daily.
- **Join** the WeTHRIVE! Movement at WatchUsThrive.org

Facebook/WatchUsThrive
Action & Spread

- Schools
- Business
- Hospitals
- Community Organizations